

FAFSA FRENZY



FAFSA Frenzy is a program
of College Goal SundaySM.



The College Goal SundaySM program was created by the Indiana Student Financial Aid Association with funding from Lilly Endowment, Inc. and with supplemental support from Lumina Foundation for Education. The program is managed by USA Funds.

SITE COORDINATOR TOOLKIT 2014



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Introduction



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Introduction Letter

FAFSA Frenzy is a program of College Goal SundaySM.

Dear FAFSA Frenzy Site Coordinator:

On behalf of the [Missouri Department of Higher Education](#) and the [Missouri Association of Student Financial Aid Personnel](#), thank you for serving as a site coordinator for Missouri's 2014 FAFSA Frenzy program. From now through your event date(s), we will communicate with you regularly to ensure that you have all of the information and tools you need to manage your event(s).

Designed to help you plan and promote your FAFSA Frenzy event, the Site Coordinator Toolkit includes a [Fact Sheet](#) with important background information, a shell [Public Service Announcement](#), a [Media Talking Points](#) document and a draft [News Release](#) that you can use when giving interviews to school/campus newspapers or radio stations and other media outlets. The FAFSA Frenzy Toolkit also includes useful suggestions to help you communicate with volunteers, local community organizations, neighboring high schools and colleges. Additionally, the FAFSA Frenzy Toolkit includes forms, checklists and other tools for use in planning and executing your event.

You are responsible for soliciting volunteers from your organization, school and/or community to staff your event. The MDHE and MASFAP will also solicit volunteers from Missouri's financial aid community to help aid your efforts. Remember, there are plenty of things that volunteers can do to help, even if they have little or no experience with financial aid or the Free Application for Federal Student Aid.

Missouri has many dedicated site coordinators and volunteers who help to make FAFSA Frenzy a success. For 2014, we will once again honor outstanding site coordinator(s) and volunteer(s) for their exceptional contributions to Missouri's FAFSA Frenzy program. Thank you again for your support and commitment.

Sincerely,

Dan Dick
*Quality Assurance Specialist,
Saint Louis University and
MASFAP 2013 Early
Awareness Committee Chair*

Julie Meyer
*Director of Student Access and
Success Programs,
MDHE, and
MASFAP 2013 Early Awareness
Committee Chair*



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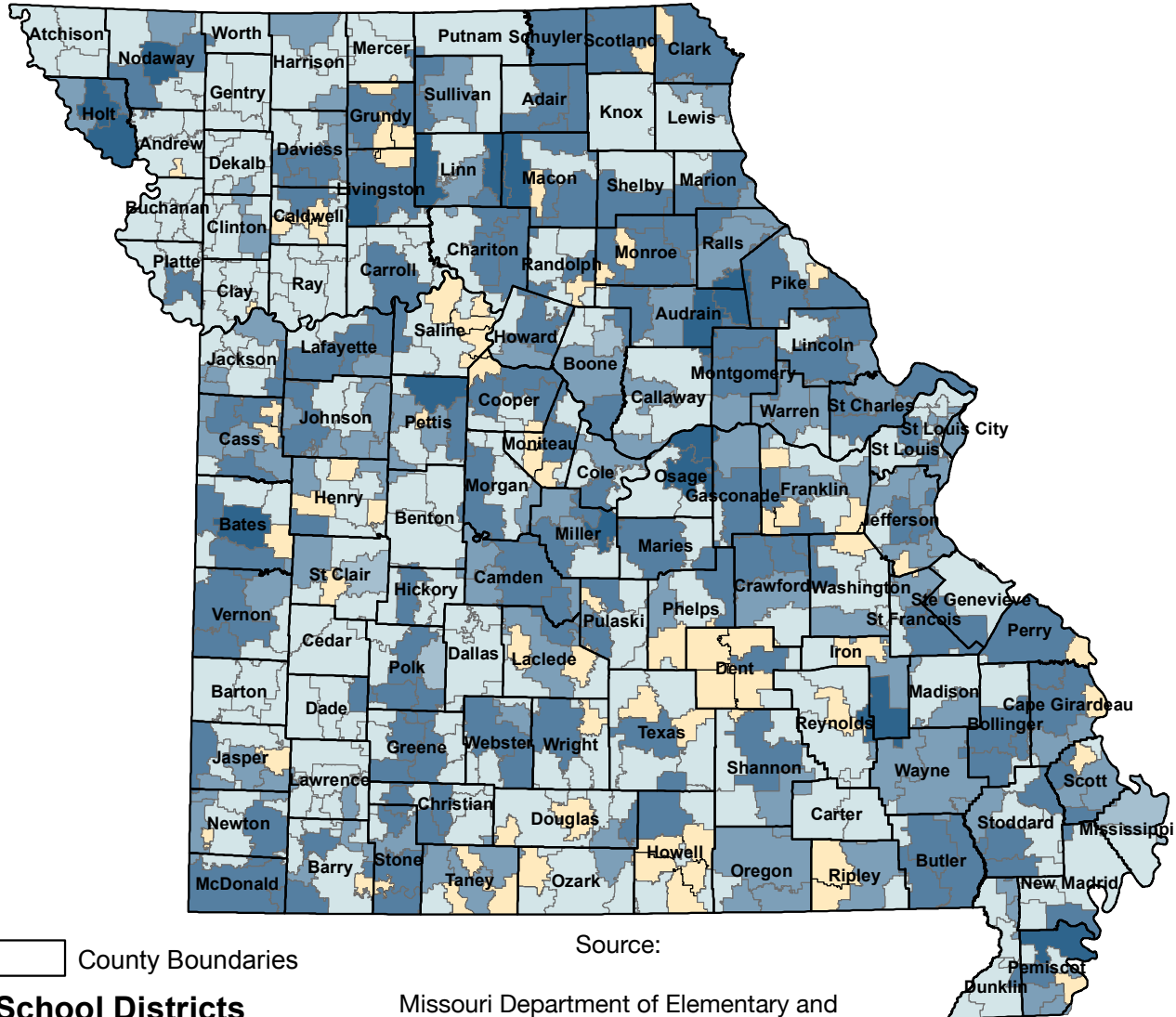
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12th Grade FAFSA Filing Rates by Missouri Counties, 2012-2013

FAFSA Frenzy is a program of College Goal SundaySM.



Source:

Missouri Department of Elementary and Secondary Education - Missouri Student Information System (MOSIS)

Missouri Department of Higher Education - Free Application for Federal Student Aid (FAFSA)

Missouri Department of Higher Education August 2013



Fact Sheet

FAFSA Frenzy is a program of College Goal SundaySM.

- From Oct. 1, 2011, through Sept. 30, 2012, Missouri's public and private nonprofit postsecondary institutions awarded approximately \$2.4 billion in federal financial aid to Missouri students. When adding state financial aid awards and institutional aid, the total grows to \$3.5 billion.
- Completing the [Free Application for Federal Student Aid](#) is the first step in applying for federal financial aid as well as for many state programs, such as Access Missouri and Marguerite Ross Barnett.
- The Missouri Department of Higher Education is partnering with the Missouri Association of Student Financial Aid Personnel to bring College Goal SundaySM, to Missouri in 2014 under the name "FAFSA Frenzy." This will be the 11th consecutive year for this program in Missouri. The national College Goal SundaySM program is managed by USA Funds.
- Knowledgeable financial aid advisors will be on hand at FAFSA Frenzy events across the state to assist students and parents on **Sunday, Feb. 9, 2014**, or on alternate dates.
- Visit "[Show-Me To College](#)" www.masfap.org/showmetocollege to search for FAFSA Frenzy sites by county, or log on to www.dhe.mo.gov/ppc/ffsites.php to see a complete list of all 2014 FAFSA Frenzy locations and dates.
- Scholarships will be given away to FAFSA Frenzy participants. Winners will be drawn from a statewide pool after all the 2014 events have concluded. To be eligible, winners must be enrolled in a Missouri postsecondary program for the 2014 fall term and must submit a completed survey and prize drawing form before leaving your event.
- Students and their parents or other family members should plan to spend at least 30 minutes to an hour at FAFSA Frenzy. The U.S. Department of Education reports that the average time required for completing the FAFSA online is about 27 minutes.
- Families should bring their 2013 income tax returns and/or 2013 W-2 forms, or their 2013 year-end pay stubs and 2012 income tax returns.
- Most colleges and technical schools require students to complete the FAFSA in order to assess financial need. (Financial need is defined as the difference between the total cost of attending a specific college and the amount a family is expected to contribute toward that cost.)
- According to a 2012 report from the [National Center for Education Statistics](#), "the average total cost of attendance in 2010–2011 for first-time, full-time students living on campus and paying in-state tuition was \$20,100 at public 4-year institutions and \$39,800 at private nonprofit 4-year institutions."
- According to 2011 American Community Survey data from the U.S. Census Bureau, 14 percent of Missouri's population, more than 6 million people, live below the poverty level. This is an increase from 8.6 percent recorded by the U.S. Census Bureau in 2000.
- Since 2003, FAFSA Frenzy has helped nearly 11,000 Missouri students complete the FAFSA.
- Among students and parents who attended FAFSA Frenzy in 2013, 95 percent said they found the event worth the effort of attending. Additionally, 75 percent said their FAFSA Frenzy participation **INCREASED** the likelihood that they would enroll in college.



FAFSA Frenzy is a program
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Promotion



The College Goal SundaySM program was created by the Indiana Student Financial Aid Association with funding from Lilly Endowment, Inc. and with supplemental support from Lumina Foundation for Education. The program is managed by USA Funds.



Site Coordinator Checklist

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- ☐ Make sure you have received all of your promotional items by **Friday, Dec. 13, 2013**. If you do not receive your items by this date, please contact the Missouri Department of Higher Education at 573-751-2361. You should receive a supply of all promotional materials when you attend the site coordinator meeting on Tuesday, Nov. 19. These items may include:
 - Candy
 - Cups
 - Flyers (on Pages 30-33)
 - Leaflets
 - Lipbalm
 - Pencils
 - Posters
 - Indoor/outdoor vinyl banners (to be distribute to new site coordinators only)
 - Yard signs (to be distribute to new site coordinators only)

- ☐ Display/distribute promotional items at least one month before your event date. Distribute all promotional items to students **prior to** your FAFSA Frenzy event. Remember, promotional items should be used to **PROMOTE** your event, and **NOT** to distribute during your event.

- ☐ Distribute promotional items to target populations first, including:
 - Economically disadvantaged
 - First-generation college students
 - Foster youth
 - Homeless youth
 - Minority students historically underrepresented in postsecondary education

- ☐ Promote your event through local media outlets, including school newspapers or campus radio stations, at least one month before your event date.



Promotional Items

FAFSA Frenzy is a program of College Goal SundaySM.

Each site coordinator will receive several promotional items to aid in advertising their FAFSA Frenzy events. These promotional items should be distributed/displayed as soon as possible after **Wednesday, Jan. 1, 2014**.

Flyers, Leaflets and Posters

The flyer measures 8.5 inches x 11 inches and is available in English and Spanish as well as [full color](#) and [black and white](#). The [flyer](#) is located in the “[Resources](#)” section of this Toolkit. You will be responsible for producing your own copies. The full-color poster measures 17 x 22 inches and is printed in English on one side and Spanish on the reverse. Both the flyer and the poster have a blank area where you can add your site’s information. Be sure to include the following information on your paper promotional items:

- Contact number
- Date
- Physical address
- Site name
- Start and finish times

The leaflet measures 3.67 inches x 8.5 inches and is printed in English on one side and Spanish on the reverse.

Paper FAFSA Frenzy promotional items should be distributed or displayed in prominent locations around your school building(s) and community sites. Community sites to consider are as follows:

- Boys and Girls Club
- Businesses
- City/county government offices
- Community action organizations
- Libraries
- Missouri career centers
- On-campus residence halls
- Places of worship
- Restaurants and cafés (with bulletin boards)
- Retail stores (with bulletin boards)
- Testing centers (e.g., ACT, SAT and GED)
- Youth organizations

Remember to obtain the necessary permission before placing flyers, leaflets and posters at community sites.

Last year’s student/family surveys asked how attendees learned about FAFSA Frenzy. In determining strategies for distributing items and placing posters, it is important to know that 2013 FAFSA Frenzy student surveys indicated:

- 67 percent of target audience attendees and 75 percent of non-target audiences learned about the event through posters or communications at high school
- 19 percent of target audience attendees and 26 percent of non-target audiences learned about the event through social media or email
- 22 percent of target audiences and 15 percent of non-target audiences learned about the event from a college campus



Candy, Cups, Lipbalm and Pencils

Each site will receive FAFSA Frenzy-branded candy, cups, lipbalm and pencils. These promotional items should be distributed to students **PRIOR TO** your FAFSA Frenzy event. Remember, promotional items are **NOT** attendance incentives. Promotional items should be used to **PROMOTE** your event!

FAFSA Frenzy and similar programs around the country were created to help economically disadvantaged and at-risk students reduce their barriers to college. You should distribute promotional items to these students first. Students who are taking advantage of the A+ Scholarship Program must make a good-faith effort to secure federal funding by completing the FAFSA - although federal non-loan funds received will reduce and potentially eliminate their A+ award. These students may also be informed of FAFSA Frenzy activities. For site coordinators based at postsecondary institutions, the financial aid office and the TRIO office would be excellent locations to promote FAFSA Frenzy. Additionally, admissions representatives may be interested in promoting FAFSA Frenzy during Missouri recruitment visits or college fairs.

Public Service Announcement

The [PSA](#), located in the “[Resources](#)” section on [Page 24](#), is to be read on local radio and television stations to promote your event. The PSA should be read in its current format. It is recommended that you begin using the PSA at least one month prior to FAFSA Frenzy. Contact radio and television station managers to schedule an on-air spot for your FAFSA Frenzy PSA.

News Release & Media Talking Points

On Pages [25](#) and [26](#), you will find a [News Release](#) and [Media Talking Points](#) for use in promoting your FAFSA Frenzy event. These tools closely mirror the PSA in order to provide a consistent message about FAFSA Frenzy across all media outlets.

Traditionally, news releases are sent to an editor of a local paper with the intent to obtain media coverage. However, a newspaper editor may receive dozens of news releases each week. A more effective way to make sure that your FAFSA Frenzy event receives media coverage is to contact the editor. By placing a call to the editor, you may be afforded an opportunity to explain FAFSA Frenzy in detail. This call may also aid in establishing a professional relationship with the editor, which may increase the likelihood of having your FAFSA Frenzy event assigned to a local reporter.

Be sure to fill in the information regarding your event(s) within this fillable PDF before printing and distributing the news release.



Community/Civic Group Letter

A sample [Community/Civic Group Letter](#) soliciting help for FAFSA Frenzy events is located on [Page 27](#). This letter explains the importance of FAFSA Frenzy and the role community support has in ensuring a successful FAFSA Frenzy event. This type of letter may be sent to a variety of organizations, such as the local Boys and Girls Club, city/county governments, community action organizations, libraries, chambers of commerce, places of worship and youth organizations.



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Volunteers



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Site Coordinator Checklist

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- ☐ Recruit volunteers in your area to ensure adequate staffing for your event.
- ☐ Encourage people you know who are interested in volunteering to complete the FAFSA Frenzy Volunteer Application online, which may be found at www.dhe.mo.gov/ppc/collegegoalsundayFAO.php.
- ☐ Plan to meet with your volunteers at least one hour before the event. This will give you time to distribute volunteer buttons, give instructions and have volunteers at their stations when families begin to arrive.
- ☐ Make and provide nametags for all volunteers.
- ☐ ***Volunteers may not wear clothing that promotes any specific postsecondary institution and may not promote their institution, organization, or business during FAFSA Frenzy events. Clothing branded by unbiased sponsoring organizations or associations, such as the Missouri Association of Student Financial Aid Personnel, is acceptable. Volunteers who have yellow FAFSA Frenzy T-shirts from prior years may wear these, if desired.***
- ☐ During past FAFSA Frenzy events, the average number of students for each volunteer statewide is typically around three. Thus, if you expect to serve 21 students, you would need about seven volunteers.
- ☐ Encourage volunteers to complete the FAFSA Frenzy Volunteer Survey immediately following your event. Surveys will be emailed to all registered volunteers within one to two days after the FAFSA Frenzy event at which they volunteered.
- ☐ A volunteer toll-free support line will be available on the main event date of **Sunday, Feb. 9, 2014**. Thus, sites on the main event date with a limited number of volunteers or with volunteers that have minimal financial aid knowledge are encouraged to call 866-472-4710 for assistance. This service will be staffed with financial aid experts from 2 to 4 p.m.



Best Practices

FAFSA Frenzy is a program of College Goal SundaySM.

Working with Financial Aid Officers

- Use the list of Missouri postsecondary institutions provided by the MDHE during the Site Coordinator Meeting on Nov. 19 to make contact with the financial aid offices in your area.
- Schedule an appointment to discuss your vision for FAFSA Frenzy and possible partnership opportunities.
- Share any critical needs of college-bound students that are not currently being met.
- Ask for feedback and suggestions based on the aid officers' experience with common FAFSA mistakes, the newest verification processes, or issues at their institution.
- Look for opportunities to showcase FAFSA Frenzy tools and resources.
- Encourage financial aid officers to serve as FAFSA Frenzy volunteers.
- Discuss opportunities to promote/advertise FAFSA Frenzy events (e.g., Facebook, schoolwide emails, school organizations, etc.).
- Maintain a direct line of communication with all local financial aid officers.

Working with High School Counselors

- Use the Missouri Department of Elementary and Secondary Education's website (<http://dese.mo.gov/directory/>) to access a list of public school districts in your area. Make contact with the lead counselor, college/career counselor, A+ coordinator or homeless youth liaison at each high school (www.dese.mo.gov/qs/gr/homeless/qs-gr-homeless-liaisons.htm).
- Identify and contact private or parochial high schools in your area.
- Schedule an appointment to discuss your vision for FAFSA Frenzy and opportunities to collaborate.
- Ask counselors to share any critical needs of their high school seniors that may cause barriers or problems to accessing postsecondary education. Share any common financial aid mistakes made by new students.
- Ask for feedback and suggestions.
- Look for opportunities to showcase FAFSA Frenzy tools and resources.
- Encourage high school counselors to serve as FAFSA Frenzy volunteers.
- Discuss opportunities to promote/advertise FAFSA Frenzy events (e.g., grade reports, e-newsletters, school website, parent/teacher organizations, school assemblies, school text messages to subscribed parents, etc.).
- Maintain a direct line of communication with all local counselors.



Volunteer Coordination Instructions

FAFSA Frenzy is a program of College Goal SundaySM.

- Make sure all of your volunteers complete the FAFSA Frenzy Volunteer Application, so we will have an accurate statewide count and contact list.
- Reach out to volunteers to confirm their participation at your event. (**Note:** *Beginning in December, the Missouri Department of Higher Education will periodically send you a list of volunteers that completed the FAFSA Frenzy Volunteer Application.*)
- If you anticipate non-English speaking attendees, you may need a volunteer interpreter at your event, such as a local Spanish teacher.
- Ensure volunteers understand the FAFSA Frenzy dress code and wear their volunteer buttons.
- Communicate any FAFSA training opportunities to your volunteers. The MDHE will communicate training opportunities to site coordinators as we learn of them. Additionally, the Missouri Association of Student Financial Aid Personnel will host several financial aid training workshops, referred to as NT4CM, or National Training for Counselors and Mentors. Check www.masfap.org for information and to register for a particular location.
- Discuss the format of your event with all volunteers. If you are planning to conduct a formal presentation, be sure your volunteers know who will be presenting or facilitating the pre-recorded webcast provided by the MDHE.
- Make sure that your FAFSA Frenzy volunteers understand their assigned roles. Remember, some volunteers will not be financial aid experts and will need an assignment that best suits their abilities, such as staffing a registration/welcome table or providing child care assistance.
- Ask one or more of your registration volunteers to arrive early to assist with volunteer check-in and to set up stations.
- Plan to meet with your volunteers about one hour before the event. This will give you time to give instructions and have volunteers at their stations when families begin to arrive.
- In the event of inclement weather, contact your volunteers to confirm whether your event will proceed or will be rescheduled. Volunteers should have provided their “day-of” phone number when completing the FAFSA Frenzy Volunteer Application.
- Encourage volunteers to complete the FAFSA Frenzy Volunteer Survey. All surveys will be emailed to registered volunteers within one to two days of the FAFSA Frenzy event at which they volunteered.
- The best thing you can do as site coordinator is to make sure your volunteers are prepared.



Volunteer Assignments

FAFSA Frenzy is a program of College Goal SundaySM.

Volunteers are key to each site and may be assigned to one or more of the following roles:

- Child care providers for any young children who may not want to stay with families during the session. (Have puzzles, books, games and videos available for this purpose.)
- “Bouncers” may be needed to handle those groups that may see FAFSA Frenzy as an opportunity to promote their services. Some organizations will put flyers on cars that are in the parking lots near your event. Be ready to escort these organizations out and remove flyers.
- Checkout/exit table attendants
- Evaluation and scholarship drawing form collectors
- FAFSA assistants to make sure families are on the correct website and fielding basic filing or fafsa.gov navigation questions.
- Financial aid experts to answer in-depth questions
- Food/snack table helpers (optional)
- Greeters
- Presenters, if offering a formal presentation, or moderators/facilitators, if using the Missouri Department of Higher Education’s pre-recorded webcast.
- Promotion assistants
- People to put up signage
- Registration table attendants
- Runners for refreshments or additional supplies (e.g., pencils, pens, forms, etc.)
- Set up and clean up crews
- Translators may be needed if your community has non-English speaking residents. According to 2011 American Community Survey data from the U.S. Census Bureau, 6.1 percent of Missouri’s population does not speak English at home.



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Event Day



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Site Coordinator Checklist

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Logistics

- ☐ Put up directional signs for your location. This may include signs for inside and/or outside of your location. Find printable directional signs in the Toolkit on pages 40-41. The Missouri Department of Higher Education will provide yard signs.
- ☐ Make sure all appropriate lights are on in the building.
- ☐ Make sure the men's and women's restrooms are unlocked and lights are on.
- ☐ Make sure space reserved for the site is arranged with tables and chairs.
- ☐ If applicable, make sure a projector, LCD/laptop and sound system are connected and working.
- ☐ Set up registration tables.
- ☐ Address any building issues with security or janitorial staff.
- ☐ Make sure that one of the entrances to your event is accessible to any attendees that may have disabilities.
- ☐ Make sure computer labs are open and all computers are booted up and ready to go. Connect to the Internet and have the fafsa.gov page loaded on each computer.
- ☐ Print at least one copy of the [Federal Title IV Aid School Code List](#), or add digital short cuts on each desktop.

- ☐ Print [sign-in sheets](#) and [scholarship drawing forms](#).
- ☐ Arrive at the site at least one hour before your event is scheduled to begin. If you plan to train your volunteers the day of your event, arrive two hours before your FAFSA Frenzy event begins.
- ☐ Have appropriate supplies on hand, such as nametags for volunteers, pens, copies of the paper Free Application for Federal Student Aid, etc.
- ☐ Leave at least one volunteer at the registration table during the entire event.
- ☐ Have crayons and coloring books on hand for younger children who may be there with parents.

FAFSA

- ☐ Make sure that you have workspace available for any family that would like to complete a paper FAFSA, which may be found at fafsa.gov/options.htm.
- ☐ If you decide to conduct a formal presentation, discuss with your presenter what presentation will be used and what audio/visual needs he or she will have.
- ☐ Call the toll-free support line, 866-472-4710, on the main event date to speak with a Missouri financial aid officer if any questions come up beyond the knowledge or experience of your volunteers.

Event Wrap Up

- ☐ Answer any questions that attendees may have.
- ☐ Remind families to complete the survey and scholarship drawing forms.
- ☐ Collect surveys and scholarship drawing forms from attendees.
- ☐ Thank students and parents for attending your FAFSA Frenzy event.
- ☐ Thank building administrators for providing the space to host your FAFSA Frenzy event.
- ☐ Remind volunteers to complete the FAFSA Frenzy Volunteer Survey.
- ☐ Complete the FAFSA Frenzy Site Coordinator Survey.
- ☐ Email Lisa Wilson at lisa.wilson@dhe.mo.gov by **Monday, Feb. 10, 2014** (or the day after your event) with the following information:
 1. Location
 2. Number of volunteers
 3. Total number of FAFSA filers served
- ☐ Mail completed surveys, sign-in sheets and scholarship drawing forms by **Monday, Feb. 10, 2014** (or the day after your event):
*Lisa Wilson
Outreach Services Coordinator
MDHE
P.O. Box 1469
Jefferson City, MO 65102-1469*



Inclement Weather

FAFSA Frenzy is a program of College Goal SundaySM.

Because FAFSA Frenzy events are held January through March, inclement weather may make it necessary to cancel or reschedule your event. If your event will be held on **Sunday, Feb. 9, 2014** (the statewide FAFSA Frenzy date), the inclement weather make-up date has been set for **Sunday, Feb. 16**. This date will be advertised in FAFSA Frenzy promotional documents and on the Missouri Department of Higher Education's website. If you are holding an event on an alternate date, you will need to select and promote an inclement weather date.

If inclement weather occurs in your area the day of your FAFSA Frenzy event, you will responsible for notifying the MDHE and the local media outlets of your event change. You will also need to contact your volunteers to make sure they know the event will take place on the predetermined inclement weather date. Volunteers should have provided their "day-of" telephone number on the FAFSA Frenzy Volunteer Application.



FAFSA Frenzy Surveys

FAFSA Frenzy is a program of College Goal SundaySM.

In order to receive feedback from all those involved with FAFSA Frenzy and to make changes and improvements to local FAFSA Frenzy events, the statewide FAFSA Frenzy program and the national College Goal SundaySM program surveys are available to all FAFSA Frenzy participants, volunteers and site coordinators.

Require all participants to complete the FAFSA Frenzy Student/Family Survey before they leave your FAFSA Frenzy event in order to enter the scholarship drawing. Site coordinators are responsible for printing student/family surveys for their site. Be sure to print these two-sided. Surveys are important not only for the feedback provided by event attendees but also for the demographic data, which helps the Missouri Department of Higher Education analyze whether target audiences have been appropriately reached.

As in previous years, FAFSA Frenzy volunteers will be given an opportunity to express their views regarding events and activities in an electronic survey format. All registered volunteers will be sent a link through email to the survey within one to two days of their event. Site coordinators should encourage volunteers to complete the survey.

To ensure that your unique perspective does not go unheard, 2014 site coordinators will also be asked to complete a survey. Site coordinators will be sent an email with a link to the survey within one to two days of their event completion.

More information about the surveys will be provided during the Site Coordinator Meeting in November.



Event Flow

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There are various ways you can structure your day. When deciding how your day should flow, it is important to take the following factors into consideration:

- Anticipated number of FAFSA-filer attendees
- Financial aid knowledge/expertise of volunteers
- Number of computers available
- Number of rooms available to you at your location
- Number of volunteers

Sample Event Schedules

Below are two sample event schedules. Feel free to modify these plans or create your own to meet your site's needs.

Sample Schedule 1: Multiple Presenters

11:30 – 12:30 Site coordinator(s) arrival, place signage (indoors and out), turn on hallway, classroom, computer lab and bathroom lights and set up technical equipment.

12:30 Volunteer arrival.

12:30 – 1:30 Volunteer training – give presentation to volunteers that families will be given and explain duties.

1:30 – 2:00 Volunteers to stations, boot up computers and connect to the fafsa.gov page on each computer.

2:00 FAFSA Frenzy begins! (**Note:** You will most likely have families arriving at least 30 minutes early. Make sure your registration table is staffed no later than 1:30 p.m.)

2:00 – 3:15 Presentations are given beginning every 15 minutes in three different rooms, presentations should be no more than 30 minutes in length. During this time, attendees should not ask questions about their individual circumstances, but rather save any questions for when they are filling out the FAFSA. This schedule requires three presenters:

2:00 Presenter 1

2:15 Presenter 2

2:30 Presenter 3

After the presentations, attendees should be directed to the computer lab. Volunteers should be waiting to assist families with completing the FAFSA.

2:45 Presenter 1

3:00 Presenter 2

3:15 Presenter 3

4:00 FAFSA Frenzy ends, help any families that are not finished, turn off computers, tidy up the rooms used for your events, take down signage, turn off lights and lock rooms/building.

4:05 Gather materials, sign in sheets, scholarship forms and prepare for mailing to the Missouri Department of Higher Education.



Sample Schedule 2: Single Presenter or Webinar

11:30 – 12:30 Site coordinator(s) arrival, place signage (indoors and out), turn on hallway, classroom, computer lab and bathroom lights and set up technical equipment.

12:30 Volunteer arrival.

12:30 – 1:30 Volunteer training – give presentation that families will see to volunteers and explain duties.

1:30 – 2:00 Volunteers to stations, boot up computers and connect to fafsa.gov page up on each computer.

2:00 FAFSA Frenzy begins! (**Note:** *You will most likely have families arriving at least 30 minutes early. Make sure your registration table is staffed no later than 1:30 p.m.*)

2:00 Presentation should be no more than 30 minutes in length. During this time, attendees should not ask questions about their individual circumstances, but rather save any questions for when they are filling out the FAFSA.

3:00 Repeat presentation. After the presentation, attendees should be directed to the computer lab. Volunteers will be waiting to assist families with completing the FAFSA.

4:00 FAFSA Frenzy ends, help any families that are not finished, turn off computers, tidy up the rooms used for your events, take down signage, turn off lights and lock rooms/building.

4:05 Gather materials, sign in sheets, scholarship forms and prepare for mailing to the Missouri Department of Higher Education.



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Resources



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Public Service Announcement

FAFSA Frenzy is a program of College Goal SundaySM.

RE: FAFSA Frenzy – a free event for students and parents who would like to receive professional, one-on-one help filling out the Free Application for Federal Student Aid.

Need help with the FAFSA? Attend the upcoming FAFSA Frenzy event in your area on _____ at _____!

This free event allows students and their parents to meet one-on-one with financial aid advisors who will be available to assist with filling out required financial aid forms.

It's easy. Plus, students can enter for a chance to win a scholarship for the fall 2014 term. Winners must enroll in a postsecondary program in Missouri.

For dates and locations near you, go to [www - dot - dhe - dot - mo - dot - gov](http://www.dhe-mo.gov) or [www - dot - masfap - dot - org - backslash - showmetocollege](http://www.masfap-dot-org-backslash-showmetocollege).

That's [www - dot - dhe - dot - mo - dot - gov](http://www.dhe-mo.gov) or [www - dot - masfap - dot - org - backslash - showmetocollege](http://www.masfap-dot-org-backslash-showmetocollege).

In case of inclement weather, the FAFSA Frenzy event will be held on_____.

Change your future in one day at FAFSA Frenzy!



News Release

FAFSA Frenzy is a program of College Goal SundaySM.

FOR IMMEDIATE RELEASE

Contact:

Date:

Number:

FAFSA Frenzy Helps Students Apply for Financial Aid

_____, Mo. – During the 2011-2012 academic year, Missouri postsecondary students received \$2.4 billion in federal financial aid and an additional \$1.1 billion in financial aid from other sources, such as the state of Missouri and institutional aid. FAFSA Frenzy makes applying for financial aid easier by providing students with free help filling out the Free Application for Federal Student Aid, the first step in applying for federal financial aid and many state programs.

The Missouri Association of Student Financial Aid Personnel and the Missouri Department of Higher Education are partnering closely to bring FAFSA Frenzy to Missouri in 2014. To assist students and parents with the FAFSA process, financial aid professionals will be on hand at FAFSA Frenzy events either on the main event date, Sunday, Feb. 9, 2014, or on an alternate date in January, February or March. Dates, times and locations for all events are available at www.dhe.mo.gov or www.masfap.org/showmetocollege.

An inclement weather back-up date of Sunday, Feb. 16 has been set for FAFSA Frenzy events scheduled for Sunday, Feb. 9.

Local FAFSA Frenzy events will be held on _____ at _____, from _____ to _____.

Scholarships will be drawn for students attending an event in Missouri. Winners will receive their scholarships upon receipt of enrollment documentation for the 2014 fall term in a Missouri postsecondary program.

Families will be able to complete the 2014-2015 FAFSA on-site and obtain valuable information.

2014 FAFSA Frenzy events will mark the 11th year that Missouri has offered FAFSA Frenzy. In the past ten years, FAFSA Frenzy has helped nearly 11,000 Missouri students complete the FAFSA.

*FAFSA Frenzy, a program of College Goal SundaySM, is offered in Missouri through partnerships between the [Missouri Department of Higher Education \(MDHE\)](http://www.dhe.mo.gov) with the [Missouri Association of Student Financial Aid Personnel \(MASFAP\)](http://www.masfap.org), the [Missouri Higher Education Loan Authority \(MOHELA\)](http://www.mohe.edu), and [USA Funds](http://www.usafunds.org). To obtain additional information or access a complete list of FAFSA Frenzy events, visit www.dhe.mo.gov/ppc/fafsa_completion.php or www.masfap.org/showmetocollege.

###



Media Talking Points for Interviews

FAFSA Frenzy is a program of College Goal SundaySM.

- FAFSA Frenzy makes applying for financial aid easier by providing students with free help filling out the Free Application for Federal Student Aid, the first step in applying for federal financial aid and many state programs.
- During the 2011-2012 academic year, Missouri postsecondary students received \$2.4 billion in federal financial aid and an additional \$1.1 billion in financial aid from other sources, such as the state of Missouri and institutional aid.
- The Missouri Association of Student Financial Aid Personnel and the Missouri Department of Higher Education are partnering closely to bring FAFSA Frenzy to Missouri for 2014. To assist students and parents with the FAFSA process, financial aid professionals will be on hand at FAFSA Frenzy events either on the main event date, Sunday, Feb. 9, 2014, or on an alternate date in January, February or March. Dates, times and locations for all events are available at www.dhe.mo.gov.
- An inclement weather back-up date of Sunday, Feb. 16 has been set for FAFSA Frenzy events scheduled for Sunday, Feb. 9.
- Local FAFSA Frenzy events will be held on _____ at _____, from _____ to _____.
- Students can enter for a chance to win a scholarship. Winners will receive their scholarships upon receipt of enrollment documentation for the 2014 fall term in a Missouri postsecondary program.
- Families will be able to complete the 2014-2015 FAFSA on-site and obtain valuable information.
- 2014 FAFSA Frenzy events will mark the 11th year that Missouri has offered FAFSA Frenzy. In the past ten years, FAFSA Frenzy has helped nearly 11,000 Missouri students complete the FAFSA.
- FAFSA Frenzy, a program of College Goal SundaySM, is offered in Missouri through partnerships between the [Missouri Department of Higher Education \(MDHE\)](#) with the [Missouri Association of Student Financial Aid Personnel \(MASFAP\)](#), the [Missouri Higher Education Loan Authority \(MOHELA\)](#) and [USA Funds](#). To obtain additional information or access a complete list of FAFSA Frenzy events, visit www.dhe.mo.gov/ppc/fafsa_completion.php or www.masfap.org/showmetocollege.



Sample Letter to Community Groups

FAFSA Frenzy is a program of College Goal SundaySM.

Dear _____:

On behalf of the Missouri Department of Higher Education and the Missouri Association of Student Financial Aid Personnel, I am sending this correspondence in an effort to inform you of local FAFSA Frenzy activities offered under the national College Goal SundaySM program.

Founded in 1989, CGS is a nonprofit program that seeks to assist prospective college students and their families with completing the Free Application for Federal Student Aid. In Missouri, this program is titled FAFSA Frenzy. FAFSA Frenzy is offered in Missouri through partnerships between the MDHE with the MASFAP, the Missouri Higher Education Loan Authority and USA Funds.

Next year, the U.S. Department of Education will make more than \$150 billion in postsecondary financial aid available to students throughout the nation. FAFSA Frenzy makes applying for financial aid easier by providing students with free, on-site help filling out the FAFSA, the first step in applying for federal and state aid.

To assist students and parents with the FAFSA process, knowledgeable financial aid advisors will be on hand at FAFSA Frenzy locations throughout January, February and March. Our local FAFSA Frenzy event will be held on _____ at _____, from _____ to _____. A complete list of statewide FAFSA Frenzy events is available at www.dhe.mo.gov or www.masfap.org/showmetocollege.

Scholarships will be drawn for students attending an event in Missouri. Winners will receive their scholarships upon receipt of enrollment documentation for the 2014 fall term in a Missouri postsecondary program.

Families will be able to complete the 2014-2015 FAFSA on-site and obtain valuable information.

2014 FAFSA Frenzy events will mark the 11th year that Missouri has participated in the CGS program. In the past ten years, CGS/FAFSA Frenzy has helped nearly 11,000 Missouri students complete the FAFSA.

As in past years, the success of FAFSA Frenzy depends in part on support from the communities in which FAFSA Frenzy events are hosted. Please help spread the word by posting the official FAFSA Frenzy poster or distributing leaflets in high-traffic areas within your community. For more information, please visit www.dhe.mo.gov/ppc/collegegoalsundayFAO.php.

Sincerely,

FAFSA Frenzy, a program of College Goal SundaySM, is offered in Missouri through partnerships between the [Missouri Department of Higher Education \(MDHE\)](#) with the [Missouri Association of Student Financial Aid Personnel \(MASFAP\)](#), the [Missouri Higher Education Loan Authority \(MOHELA\)](#) and [USA Funds](#). To obtain additional information or access a complete list of FAFSA Frenzy events, visit www.dhe.mo.gov/ppc/fafsa_completion.php or www.masfap.org/showmetocollege.



Sample Sponsorship Letter

FAFSA Frenzy is a program of College Goal SundaySM.

FAFSA Frenzy, a program of College Goal SundaySM, is offered in Missouri through partnerships between the Missouri Department of Higher Education (MDHE) with the Missouri Association of Student Financial Aid Personnel (MASFAP), the Missouri Higher Education Loan Authority (MOHELA), and USA Funds to assist students and families in completing the 2014-2015 Free Application for Federal Student Aid.

The FAFSA is the primary application used to determine a student's eligibility for grants, loans, work-study and scholarships.

This community event is looking for corporate sponsors to assist in the following ways:

- Breakfast for 25-30 volunteers
- Snacks for 75-100 families attending the event
- Raffle items for attendance incentives

In exchange for your contributions, your business logo and name will be displayed at the Columbia FAFSA Frenzy event (i.e., in the hallways and classrooms of the Columbia Area Career Center). Your organization or company will also have the right to place special offers (e.g., coupons, flyers, etc.) in the Welcome Packets, which will be given out to each family in attendance. Your contributions will be recognized at the volunteer training event. Additionally, your organization or company will be recognized on the official FAFSA Frenzy–Columbia Facebook page located at www.facebook.com/fafsafrenzycomo. Lastly, a Certificate of Appreciation will be issued for you to display in your place of business.

The Columbia FAFSA Frenzy will be held on Feb. 16, 2014, from 9 to 11 a.m. at the Columbia Area Career Center and Hickman High School. An Inclement weather date of Feb. 23, 2014, has been established. This site currently has volunteers from the following organizations: Columbia College, Columbia Public Schools, Forum Christian Church, MASFAP, MDHE, Minority Achievement Committee Scholars, Moberly Area Community College-Columbia, Stephens College, University of Missouri-Columbia and the Youth Empowerment Zone.

If you have any questions or wish to sponsor, please feel free to contact me at amanda.brown@dhe.mo.gov. You can expect to receive a call from me within the next week, if I do not hear from you first.

Respectfully,

FAFSA Frenzy, a program of College Goal SundaySM, is offered in Missouri through partnerships between the [Missouri Department of Higher Education \(MDHE\)](#) with the [Missouri Association of Student Financial Aid Personnel \(MASFAP\)](#), the [Missouri Higher Education Loan Authority \(MOHELA\)](#) and [USA Funds](#). To obtain additional information or access a complete list of FAFSA Frenzy events, visit www.dhe.mo.gov/ppc/fafsa_completion.php or www.masfap.org/showmetocollege.



Additional Day-Of Assistance

FAFSA Frenzy is a program of College Goal SundaySM.

Worried that you won't have enough professional financial aid staff on hand to assist with your FAFSA Frenzy event? Do you think an issue may arise that no one at your event will know how to answer? Use the resources below to assist you in those sticky situations.

FAFSA on the Web - Live Help

fafsa.gov

U.S. Department of Education Toll-Free Phone Number:

800-4-FED-AID or 800-433-3243

U.S. Department of Education TTY Users:

800-730-8913

MOHELA Sponsored Toll-Free Phone Number:

866-472-4710

(This number will be staffed by experienced financial aid officers on Sunday, Feb. 9, 2014, from 2 to 4 p.m.)



FAFSA Frenzy is a program
of College Goal SundaySM.

Get **FREE** help completing the Free Application for Federal Student Aid (FAFSA).



Attend for a chance to win a
Scholarship.

*Winner must enroll in a Missouri
postsecondary program for the
upcoming fall semester.*

dhe.mo.gov/fafsa_completion.php



The College Goal SundaySM program was created by the Indiana Student Financial Aid Association with funding from Lilly Endowment, Inc. and with supplemental support from Lumina Foundation for Education. The program is managed by USA Funds.

FAFSA FREELY



FAFSA Frenzy is a program
of College Goal SundaySM.

Get **FREE** help completing the Free Application for Federal Student Aid (FAFSA).

Attend for a chance to win a
Scholarship.

*Winner must enroll in a Missouri
postsecondary program for the
upcoming fall semester.*

dhe.mo.gov/fafsa_completion.php



The College Goal SundaySM program was created by the Indiana Student Financial Aid Association with funding from Lilly Endowment, Inc. and with supplemental support from Lumina Foundation for Education. The program is managed by USA Funds.

FAFSA FRENZY



FAFSA Frenzy es un programa de College Goal SundaySM.

Obten ayuda GRATUITA para completar la Solicitud o Aplicación Gratuita Federal de Ayuda al Estudiante.

Asista para tener la posibilidad de ganar una beca.

Los ganadores deben de estar inscritos en una universidad o institución posterior a la escuela secundaria de Missouri, para el semestre de otoño próximo.

dhe.mo.gov/fafsa_completion.php



El programa College Goal SundaySM fue creado por el Indiana Asociación de Ayuda Financiera con fondos de Lilly Endowment, Inc. y con el apoyo de la Fundación Lumina para la Educación. El programa es administrado por USA Funds.

FAFSA FRENZY



FAFSA Frenzy es un
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FAFSA Frenzy is a program of College Goal SundaySM.

2014 FAFSA Frenzy Scholarship Drawing

ALL FIELDS ARE REQUIRED

Will you be attending a Missouri postsecondary program in fall 2014?

☐ Yes ☐ No ☐ Not sure

FAFSA Frenzy Location: _____ Date: _____

Student Name: _____

Address: _____

City: _____ Zip: _____

Phone: _____ Student Date of Birth: _____

Email: _____



FAFSA Frenzy is a program of College Goal SundaySM.

2014 FAFSA Frenzy Scholarship Drawing

ALL FIELDS ARE REQUIRED

Will you be attending a Missouri postsecondary program in fall 2014?

☐ Yes ☐ No ☐ Not sure

FAFSA Frenzy Location: _____ Date: _____

Student Name: _____

Address: _____

City: _____ Zip: _____

Phone: _____ Student Date of Birth: _____

Email: _____



FAFSA Frenzy is a program of College Goal SundaySM.

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Will you be attending a Missouri postsecondary program in fall 2014?

☐ Yes ☐ No ☐ Not sure

FAFSA Frenzy Location: _____ Date: _____

Student Name: _____

Address: _____

City: _____ Zip: _____

Phone: _____ Student Date of Birth: _____

Email: _____



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2014 FAFSA Frenzy Scholarship Drawing

ALL FIELDS ARE REQUIRED

Will you be attending a Missouri postsecondary program in fall 2014?

☐ Yes ☐ No ☐ Not sure

FAFSA Frenzy Location: _____ Date: _____

Student Name: _____

Address: _____

City: _____ Zip: _____

Phone: _____ Student Date of Birth: _____

Email: _____



Site Location: Site Date:

Sign-in Sheet

Note: This information is being collected for general statistical purposes only and will not be shared or used in any other way.

FAFSA Frenzy is a program of College Goal SundaySM.

	Legal name of student filing a FAFSA today. (Please, only one student per line)	School Currently Attending	Student DOB
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			



Site Location: Site Date:

Sign-in Sheet

Note: This information is being collected for general statistical purposes only and will not be shared or used in any other way.

FAFSA Frenzy is a program of College Goal SundaySM.

	Legal name of student filing a FAFSA today. (Please, only one student per line)	School Currently Attending	Student DOB
26			
27			
28			
29			
30			
31			
32			
33			
34			
35			
36			
37			
38			
39			
40			
41			
42			
43			
44			
45			
46			
47			
48			
49			
50			



Site Location: Site Date:

Sign-in Sheet

Note: This information is being collected for general statistical purposes only and will not be shared or used in any other way.

FAFSA Frenzy is a program of College Goal SundaySM.

	Legal name of student filing a FAFSA today. (Please, only one student per line)	School Currently Attending	Student DOB
51			
52			
53			
54			
55			
56			
57			
58			
59			
60			
61			
62			
63			
64			
65			
66			
67			
68			
69			
70			
71			
72			
73			
74			
75			



Site Location: Site Date:

Sign-in Sheet

FAFSA Frenzy is a program of College Goal SundaySM.

Note: This information is being collected for general statistical purposes only and will not be shared or used in any other way.

	Legal name of student filing a FAFSA today. (Please, only one student per line)	School Currently Attending	Student DOB
76			
77			
78			
79			
80			
81			
82			
83			
84			
85			
86			
87			
88			
89			
90			
91			
92			
93			
94			
95			
96			
97			
98			
99			
100			



Site Location: Site Date:

Sign-in Sheet

FAFSA Frenzy is a program of College Goal SundaySM.

Note: This information is being collected for general statistical purposes only and will not be shared or used in any other way.

	Legal name of student filing a FAFSA today. (Please, only one student per line))	School Currently Attending	Student DOB
101			
102			
103			
104			
105			
106			
107			
108			
109			
110			
111			
112			
113			
114			
115			
116			
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122			
123			
124			
125			

FAFSA FRENZY



FAFSA Frenzy is a program
of College Goal SundaySM.

FAFSA FRENZY



FAFSA Frenzy is a program
of College Goal SundaySM.





CERTIFICATE OF APPRECIATION

THIS CERTIFICATE IS AWARDED TO:

IN RECOGNITION OF VALUABLE CONTRIBUTIONS TO 2014 FAFSA FRENZY

Name, Title

Date

The College Goal SundaySM program was created by the Indiana Student Financial Aid Association with funding from Lilly Endowment, Inc. and with supplemental support from Lumina Foundation for Education. The program is managed by USA Funds.



“Thank You” Postcards

FAFSA Frenzy is a program of College Goal SundaySM.

To assist you in your efforts to acknowledge those special persons who helped organize, staff, or sponsor your FAFSA Frenzy event, the Missouri Department of Higher Education has created FAFSA Frenzy “Thank You” postcards. You are encouraged to distribute these postcards to individuals who contributed to the success of your 2014 FAFSA Frenzy event. A sample of the 2014 FAFSA Frenzy “Thank You” postcard is available to view below. Site coordinators are responsible for covering postage expenses.

